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Rep Order# 6832083 Ver# 1 Mod# 0 Status Confirmed
ECD Yes

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Traffic Order# 104403
Last Received: 07/12/2012 4:04 PM
Printed: 07/18/2012 10:30 AM

9

Station KSNV-TV LAS VEGAS, NV.
Advertiser () HELLER FOR SENATE
Product HELLER FOR SENATE
Estimate#
Buyer NEIL WILLIAMS
Phone#

Agency () STRATEGIC MEDIA SVC
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007
Agency CP1/P2E
Flight Dates 10/10/2012 - 10/16/2012
Hiatus Weeks

Rep Firm PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson ()
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cos
	1	W-F	5A-6A	Buyline Comment: NEWS	:30	\$300.00	10/10-10/12	6	1	6	\$1,800.00
	2	M-TU	5A-6A	Buyline Comment: NEWS	:30	\$300.00	10/15-10/16	4	1	4	\$1,200.00
	3	M-TU	6A-7A	Buyline Comment: NEWS	:30	\$450.00	10/15-10/16	4	1	4	\$1,800.00
	4	W-F	6A-7A	Buyline Comment: NEWS	:30	\$450.00	10/10-10/12	6	1	6	\$2,700.00
	5	W-F	7A-9A	Buyline Comment: NEWS	:30	\$600.00	10/10-10/12	6	1	6	\$3,600.00
	6	M-TU	7A-9A	Buyline Comment: TODAY	:30	\$600.00	10/15-10/16	4	1	4	\$2,400.00
	7	M-TU	9A-10A	Buyline Comment: TODAY 2	:30	\$275.00	10/15-10/16	2	1	2	\$550.00
	8	W-F	9A-10A	Buyline Comment: TODAY 2	:30	\$275.00	10/10-10/12	3	1	3	\$825.00
	9	W-F	10A-11A	Buyline Comment: TODAY \3	:30	\$225.00	10/10-10/12	3	1	3	\$675.00
	10	M-TU	10A-11A	Buyline Comment: TODAY \3	:30	\$225.00	10/15-10/16	2	1	2	\$450.00

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Showing Buylines: All Lines

Station Advertiser Product Estimate# Buyer Phone# Fax#	Agency (3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 Agency C/P1/P2/E Flight Dates Hiatus Weeks	Agency (STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 Salesperson FAX# 215-568-1845	Rep Firm (PHILADELPHIA Sales Office () AMY MCCREARY	Rep Order# 6832083 Ver# 1 Mod# 0 Status Confirmed EC'd Yes	Traffic Order# 104403 Last Received: 07/18/2012 10:30 AM Printed: 07/12/2012 4:04 PM							
LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
11	M-TU	11A-12P			:30	\$225.00	10/15-10/16	2	1	2	\$450.00	
12	W-F	11A-12P		Buyline Comment: RR	:30	\$225.00	10/10-10/12	3	1	3	\$675.00	
13	W-F	12P-1230P		Buyline Comment: RR	:30	\$275.00	10/10-10/12	3	1	3	\$825.00	
14	M-TU	12P-1230P		Buyline Comment: NEWS	:30	\$275.00	10/15-10/16	2	1	2	\$550.00	
15	M-TU	1230P-1P		Buyline Comment: AGENDAY	:30	\$225.00	10/15-10/16	2	1	2	\$450.00	
16	W-F	1230P-1P		Buyline Comment: AGENDAY	:30	\$225.00	10/10-10/12	3	1	3	\$675.00	
17	W-F	1P-2P		Buyline Comment: AGENDAY	:30	\$275.00	10/10-10/12	3	1	3	\$825.00	
18	M-TU	1P-2P		Buyline Comment: DAYS	:30	\$275.00	10/15-10/16	2	1	2	\$550.00	
19	M-TU	2P-3P		Buyline Comment: DRS	:30	\$225.00	10/15-10/16	2	1	2	\$450.00	
20	W-F	2P-3P		Buyline Comment: DRS	:30	\$225.00	10/10-10/12	3	1	3	\$675.00	
21	W-F	3P-4P		Buyline Comment: PHIL	:30	\$300.00	10/10-10/12	3	1	3	\$900.00	

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Station KSNV-TV LAS VEGAS, NV. Advertiser () HELLER FOR SENATE Product HELLER FOR SENATE Estimates# NEIL WILLIAMS Buyer Phone# Fax#	Agency () STRATEGIC MEDIA SVCS 3209 K STREET NW SUITE #200 WASHINGTON, DC 20007 Agency C/P1/P2/E Flight Dates 10/10/2012 - 10/16/2012 Hiatus Weeks	Rep Firm () PHILADELPHIA Sales Office () AMY MCCREARY Salesperson () AMY MCCREARY Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
LT In Day Time Program										
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22 M-TU 3P-4P	Buyline Comment: PHIL		:30	\$300.00	10/15-10/16	2	1	2	\$600.00	
23 M-TU 4P-430P	Buyline Comment: NEWS		:30	\$450.00	10/15-10/16	2	1	2	\$900.00	
24 W-F 4P-430P	Buyline Comment: NEWS		:30	\$450.00	10/10-10/12	3	1	3	\$1,350.00	
25 W-F 430P-5P	Buyline Comment: NEWS		:30	\$450.00	10/10-10/12	3	1	3	\$1,350.00	
26 M-TU 430P-5P	Buyline Comment: NEWS		:30	\$450.00	10/15-10/16	2	1	2	\$900.00	
27 M-TU 5P-630P	Buyline Comment: NEWS		:30	\$900.00	10/15-10/16	4	1	4	\$3,600.00	
28 W-F 5P-630P	Buyline Comment: NEWS		:30	\$900.00	10/10-10/12	6	1	6	\$5,400.00	
29 W-F 630P-730P	Buyline Comment: JEP/WHEEL		:30	\$750.00	10/10-10/12	6	1	6	\$4,500.00	
30 M-TU 630P-730P	Buyline Comment: JEP/WHEEL		:30	\$750.00	10/15-10/16	4	1	4	\$3,000.00	
31 M-TU 730P-8P	Buyline Comment: FACE		:30	\$450.00	10/15-10/16	2	1	2	\$900.00	
32 W-F 730P-8P	Buyline Comment: FACE		:30	\$450.00	10/10-10/12	3	1	3	\$1,350.00	

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Showing Buylines: All Lines

Station	KSNV-TV LAS VEGAS, NV.				Traffic Order# 104403				Last Received: 07/12/2012 4:04 PM		Printed: 07/18/2012 10:30 AM			
Advertiser	() HELLER FOR SENATE													
Product	WILLIAMS													
Estimate#														
Buyer	NEIL WILLIAMS													
Phone#														
Fax#														
LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart		
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33	TH	11P-1135P	Buyline Comment: NEWS		:30	\$775.00	10/11-10/11	1	1	1	\$775.00			
34	M	11P-1135P	Buyline Comment: NEWS		:30	\$775.00	10/15-10/15	1	1	1	\$775.00			
35	M-TU	1135P-1235A	Buyline Comment: TON SHOW		:30	\$275.00	10/15-10/16	2	1	2	\$550.00			
36	W-F	1135P-1235A	Buyline Comment: TON SHOW		:30	\$275.00	10/10-10/12	3	1	3	\$825.00			
37	RU	8P-9P	Buyline Comment: VOCIE		:30	\$2,400.00	10/16-10/16	1	1	1	\$2,400.00			
38	TH	10P-11P	Buyline Comment: ROCK CENTER		:30	\$2,100.00	10/11-10/11	1	1	1	\$2,100.00			
39	F	10P-11P	Buyline Comment: DATELINE		:30	\$2,100.00	10/12-10/12	1	1	1	\$2,100.00			
40	SA-SU	11P-1135P	Buyline Comment: NEWS		:30	\$750.00	10/13-10/14	2	1	2	\$1,500.00			
41	SA	6A-7A	Buyline Comment: NEWS		:30	\$225.00	10/13-10/13	1	1	1	\$225.00			
42	SA	7A-9A	Buyline Comment: SAT TODAY		:30	\$325.00	10/13-10/13	1	1	1	\$325.00			
43	SA	9A-930A	Buyline Comment: NEWS		:30	\$300.00	10/13-10/13	1	1	1	\$300.00			

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Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () HELLER FOR SENATE
Product HELLER FOR SENATE

Estimate# NEIL WILLIAMS

Buyer Phone#

Fax#

LT In Day Time Program

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44 SA 5P-630P

Buyline Comment: NEWS

45 SA 630P-730P

Buyline Comment: JEP\WHEEL

:30 \$375.00 10/13-10/13 1 1 1 1 \$375.00

46 SA 1130P-1A

Buyline Comment: SNL

:30 \$750.00 10/13-10/13 1 1 1 1 \$750.00

47 SU 6A-7A

Buyline Comment: NEWS

:30 \$225.00 10/14-10/14 1 1 1 1 \$225.00

48 SU 7A-8A

Buyline Comment: NEWS

:30 \$500.00 10/14-10/14 1 1 1 1 \$500.00

49 SU 8A-9A

Buyline Comment: SUN TODAY

:30 \$1,900.00 10/14-10/14 1 1 1 1 \$1,900.00

50 SU 9A-930A

Buyline Comment: MTP

:30 \$250.00 10/14-10/14 1 1 1 1 \$250.00

51 SU 930A-10A

Buyline Comment: CM

:30 \$375.00 10/14-10/14 1 1 1 1 \$375.00

52 SU 4P-515P

Buyline Comment: ENIA

:30 \$1,600.00 10/14-10/14 1 1 1 1 \$1,600.00

53 SU 515P-830P

Buyline Comment: SNF

:30 \$8,000.00 10/14-10/14 1 1 1 1 \$8,000.00

54 SU 8P-9P

Buyline Comment: NFL POSTGAME

:30 \$6,500.00 10/14-10/14 1 1 1 1 \$6,500.00

Agency () STRATEGIC MEDIA SVCS
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007

Flight Dates 10/10/2012 - 10/16/2012

Hiatus Weeks

Len

Rate

Dates

Spots/Week

of Weeks

Total Spots

Total Cost

Daypart

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

